

# W7

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

**Give socko  
impact** *to your  
promotion with  
large-format  
posters from  
The Castle Press.*

## **B**rand-image checklist for your advertising

One hand washes the other in advertising, writes renowned marketer John E. Groman:

- “Image” advertising seeks to cocoon a product or company snugly in a favorable climate of opinion.
- Direct-response promotions, on the other hand, aim to trigger an action — a purchase, a donation, an inquiry.
- Brand images, he advises, affect response rates, while direct-response advertisements condition brand perceptions.
- Groman urges you to place all your communications on the wall and examine them individually — and critically. Make sure that each of your advertising units is projecting a desirable, consistent message.
- Catalog every single point of contact — personal or otherwise — that you have with your audience.

Include such matters as whether your receptionist chews gum at her desk, how crisply members of your staff answer incoming phone calls, and the attitudes they project in letters to customers and prospects.

- Tailor all your offers, copy, and graphics to support your brand strategy.

Make sure that your logo, your slogan, the language you use, and all other advertising elements point in the direction of the brand image you want.

Never, Groman warns, make appeals that depart from your image.

*All products and services are branded;  
some brands are managed, most are not.*

—John E. Groman

- Think about what you are saying, and how you are saying it.

Review all your messages carefully, Groman advises. Determine what they are really saying to your customers — as opposed to what you are trying to express.

For examples, he writes:

- Does your advertising generate the emotional pull that motivates purchases?
- Are you speaking to your customers as if they were still prospects?
- Do you sound appreciative of customer loyalty and responsiveness?
- Are you educating your customers or besieging them?
- Are you motivating customers to come back for more?
- Are you mailing frequently to try to counter ebbing response? (It might be more annoying than effective — and cost you friends you cannot afford to lose.)

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